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POSTAMATS AS A RESULT OF DIGITAL TRANSFORMATION ORDERING SERVICES

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The purpose of this work is to consider the role of modern information technologies that ensure the issuance of orders using the example of checkpoint terminals. The author studied the articles of foreign and domestic authors on the problem under study, as well as statistical reviews published on the electronic network. On the basis of this theoretical base and his own consumer experience, the author introduces the principles of the checkpoint terminals and analyzes the advantages of these terminals, separately examines the development of the checkpoint network in the Republic of Belarus. The analytical forecast of the postamat market development is innovative. The results of the research can be applied in practice (use of checkpoint terminals) and become a theoretical basis for the popularization of this modern digital technology.

Keywords: Postamat; automatic station; issue of orders; online-store; parcel terminal.

ПОСТАМАТЫ КАК РЕЗУЛЬТАТ ЦИФРОВОЙ ТРАНСФОРМАЦИИ УСЛУГИ ВЫДАЧИ ЗАКАЗОВ

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Цель данной работы – на примере постаматов рассмотреть роль современных информBрестационных технологий, обеспечивающих выдачу заказов. Автором изучены статьи зарубежных и отечественных авторов по исследуемой проблеме, а также статистические обзоры, опубликованные в электронной сети. На основе этой теоретической базы и собственного потребительского опыта автор знакомит с принципами работы постаматов и анализирует преимущества этих терминалов, отдельно рассматривает развитие сети постаматов в Республике Беларусь. Инновационным является аналитический прогноз

развития рынка постаматов. Результаты исследования могут быть применены на практике (пользование терминалами-постаматами) и стать теоретической основой для популяризации этой современной цифровой технологии.

Ключевые слова: постамат; станция-автомат; выдача заказов; интернет-магазин; почтовый терминал.

In the 21st century modern information technologies are becoming more and more relevant, including commerce on the Internet, to the aid of which the check-in terminals came – the result of the digital transformation of the order issuing service.

A checkpoint is an automated terminal for issuing orders, consisting of cells of different sizes. Working with it is carried out by entering a special code.

The best option for the location of the checkpoint is places with a large crowd of people (they are potential customers, customers of goods on the Internet).

Consumer goods delivered to parcel terminals by online retailers are varied:

- clothes,
- shoes,
- haberdashery,
- technique,
- cosmetics,
- perfumery products,
- printed publications, etc.

It should be noted that the target audience of postamat clients is middle-aged people and young people, that is, those who use modern information technologies, know how to work on the Internet, and are familiar with electronic commerce [2].

The process of connecting a checkout machine to an online store consists of two stages:

- legal registration – conclusion of an agreement for the use of the terminal operator's services;

- specialized work of the programmer with the website of the online store, namely, with the connection of the module for the shopping cart.

The following principles of the postamat work can be distinguished:

- when placing an order, the consumer chooses from the proposed list the most convenient checkpoint for him at the location;

- the goods are loaded by the courier into the cell of the terminal, and the client receives a notification of this fact by e-mail or other contact information specified by him with all the details necessary to work with the checkpoint terminals;

- the product waits for the client in the checkpoint locker for three days (the standard option, which is used most often, but there may be other terms that are more convenient for the consumer);

- in order to receive the goods (open the checkpoint box), the client enters into the terminal equipped with a touch screen, all the necessary details, the mandatory element of which is the code;

- you can receive an order and pay for it in one terminal;

- receipt of the goods must be confirmed by one of the proposed methods (possible options – digital signature of the consumer, video recording, photographic recording);

- the online store that sent the order is notified through the terminal operator that the payment has been made by the client and the order has been received;

- if the goods did not fit the consumer, then he has the opportunity to return the order through the checkpoint;

- when paying for an order in a post office, the issue of change is solved in several ways: it is credited to the account of the mobile phone specified by the consumer or issued at the office of the terminal owner;

- in case of difficulties of the client with the operation of the postal terminal, information assistance is organized (the hotline telephone number is indicated on the postamat itself).

After analyzing the work of checkpoints, the following advantages of receiving orders through the terminal can be noted:

- speed of order delivery;
- minimum time to receive a parcel;
- ease of use of the terminal;
- round-the-clock operation of the checkpoint;
- order confidentiality;
- the alternative of the place of receipt of the parcel.

If we turn to the history of the development of the postamat network, it should be noted that the first postamat began to function in Germany 20 years ago. Its creators are automation company KEBA in collaboration with courier service DHL. The first experience of using automatic postal stations was successful, and soon the terminals spread in Europe, found their target audience on other continents (they were developed in the USA and Australia). In terms of the number of checkpoints, the Republic of Belarus significantly lags behind not only these states, but also other countries of the former USSR. So, in our country for 2021 there are 33 postamats, of which 24 (that is, 72.7 %) are located in Minsk [3].

Postamat operators in Belarus are represented by three companies:

- «Belpochta» (the first Belarusian company that began to develop a network of its own checkpoint terminals);
- «DPD»;
- «Lamoda».

The city of Brest can be considered as an example of the distribution of a network of checkpoints in the regional center of the Republic of Belarus. At the moment, there are 3 checkpoints here:

- one from Belpochta (started operating in 2018, is located near the Euroopt hypermarket, located at 11 Varshavskoe shosse);
- one from «DPD» (operating since 2019, located in the building of the gas station «A-100» at 28 July street, 50).
- one from «Lamoda» (started work in July 2021, installed in the «Millionniy» shopping center on Sovetskaya St., 85).

In conclusion, it should be noted that in the Republic of Belarus at the moment the system of issuing orders through checkpoints has not become widespread, while the market of checkpoints is actively developing all over the world, especially after these terminals have demonstrated their additional advantages in a difficult epidemiological situation. caused by the COVID-19 pandemic. Since digital transformation is a step into the future, the development of a postamat network is a promising and urgent task for our country.

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